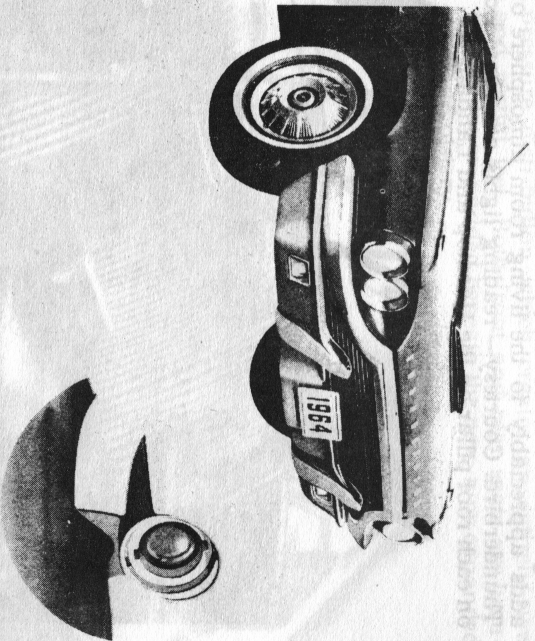


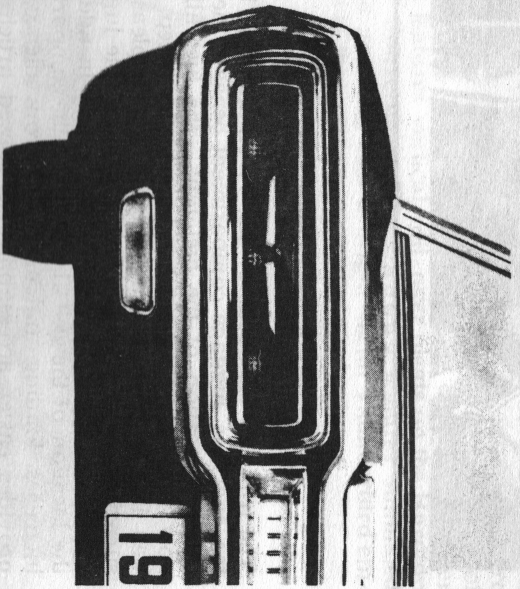
THUNDERBIRD ORIGINALITY

The history of Thunderbird shows that its originality in major design and minor details has made it the trend-setter of the entire automotive industry. However, the continuation of Thunderbird quality, craftsmanship, and precision production methods for 1964 are can't-be-copied features that make Thunderbird unique in all the world.

Engineering improvements with a purpose make the '64 Thunderbird an investment in tomorrow that will be realized throughout many thousands of original-owner miles.

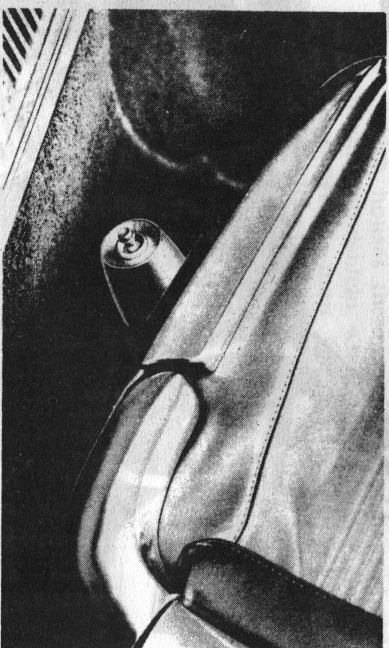


FRONT TURN SIGNALS — Dual-unit front turn signals are standard equipment on Thunderbird for '64. A flashing-type signal light is recessed in each side of the front bumper. The lights flash an amber light when operated. The flash is repeated in the fender-top indicator, where it is visible to the driver and front seat passenger.



REAR LIGHTS — The broad rectangular taillights and integral rear turn signals are framed by the massive rear bumper, and a Thunderbird emblem is centered in the glass area. Back-up lights are standard equipment on Thunderbird. The lights are recessed in the body lower panel for protection and maximum rearward illumination.

FRONT SEAT ADJUSTMENT — In addition to the improved eye appeal and comfort of the new thin-shell front seats, an easier adjustment is provided through the use of new-design seat rollers and slides. Either seat and its track may be relocated one-half inch farther rearward to suit taller individuals.



A four-way — fore-and-aft and up-and-down — power-operated front seat is available for the driver and passenger seat.



RECLINING FRONT SEAT — The Thunderbird passenger-side reclining front seat is a new option for 1964 to provide increased comfort, luxury, and convenience. The seat back is adjustable through a wide-angle range by releasing the control on the seat side shield and leaning back to the desired position. Counterbalancing springs return the seat back to normal upright position when the release lever is lifted. The regular manual fore- and-aft adjustment is provided; however, an optional four-way power adjustment for up- and-down and fore- and- aft movement is also available. In addition, an integrally-designed adjustable headrest is available, wherein the movable six-inch upper section of the seat back may be raised as much as five inches.

The reclining seat and adjustable headrest are available for the passenger side only — the driver of Thunderbird is provided maximum comfort consistent with safe driving and alert control in the new-design, thin-shell, contoured seat.